

## **IN THE SPECIFICATION**

**Kindly include the following paragraphs beginning on page 19 and extend through page 21 of the written description**

Another way in which the differences between the user's profile and the similar profiles in the collaborative filtering database 328 is useful is to augment the profile of the user whose profile is maintained in the adaptive user profile database 328, under the assumption that the user will be interested in the same things as other users who have similar profiles. The augmentation is performed in any convenient manner. For example, one technique involves copying the adaptive user profile database 328 to the profile mirror 315, updating the profile mirror with appropriate information from the collaborative filtering database 316, and writing the updated user profile back to the adaptive user profile database 328. Another technique involves copying the adaptive user profile database 328 to the profile mirror 315 so that the differences may be identified, then furnishing the differences to the explicit/implicit filter 326 which handles updating the adaptive user profile database 328. The new data in the user's profile is evaluated over time by the explicit/implicit filter 326 just as is other data in the user's profile.

The collaborative filtering database 316 is also useful for establishing a "starter kit", or an initial profile of data for a new user. Preferably, the new user is asked a number of explicit start up questions as part of the explicit filtering process by the explicit/implicit filter 326, and then the adaptive user profile database is augmented from the collaborative filtering database 316.

Suitable algorithms and software for performing data collection and filtering and for maintaining databases such as the adaptive user profile database 328 and the collaborative filtering database 316 is well known to persons of ordinary skill in the art. Generally known as software agents, suitable software is based on any of a variety of techniques, including Bayesian probability-based recommendation models, decision tree models, neural network models, and distance metrics. The database itself may be organized in any suitable way, including flat file, relational, and object oriented.

Examples of a Bayesian probability-based recommendation model are described in, for example, the following articles, which hereby are incorporated herein in their entirety by reference: Pazzani, M., Muramatsu, J., and Billsus, D., Syskill & Webert: Identifying Interesting Web Sites, in Proceedings of the National Conference on Artificial Intelligence, Portland, Oregon, 1996; Billsus, D. and Pazzani, M., Learning Probabilistic User Models, in Workshop Notes of Machine Learning for User Modeling, Sixth International Conference on User Modeling, Chia Laguna, Sardinia, 1997; and Pazzani, M. and Billsus, D., Learning and Revising User Profiles: The Identification of Interesting Web Sites, in Machine Learning 27, 1997, pp. 313-331. An example of collaborative filtering is the technology being researched at the Media Laboratory of the Massachusetts Institute of Technology, Cambridge, MA and commercialized by such companies as Firefly Networks, Inc. of Cambridge, MA.